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PRESS RELEASE

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## Miami Beach Unveils One-of-a-Kind Lighthouse at South Pointe Park

-- New Public Art by World-renowned Artist Tobias Rehberger --

**Miami Beach, FL --** The new Miami Beach lighthouse's function is not to guide ships; however, it will greet visitors to the city with cheerful, multi-colored lighting that underlines the lively spirit of the city.

On Thursday, December 1, the City of Miami Beach unveils its latest Art in Public Places project. German artist Tobias Rehberger's obstinate lighthouse is the first permanent and public project in the United States for the internationally renowned artist. The 55' deconstructed lighthouse towers over Government Cut at South Pointe Park -- where the island city begins.

According to Rehberger, the location for this art project in South Pointe Park is a very special gateway to Miami Beach. "I wanted it to become a symbol that not only marks the area and greets all the visitors that pass through Government Cut every day by boat. It also brings together some of the key attributes the city stands for: a vital zest for life; art and design; and a sculpture that is designed as a modern playful interpretation of a beacon including the moving lights at the top," said Rehberger.

Rehberger has completed numerous public art pieces in Germany, France, Italy, Korea, Japan. He is also a professor at the University of Fine Arts, Frankfurt, Germany. His conceptual art references architecture, design, fashion and even advertising. He has had more than 80 solo museum shows in some of the most respected museums in the world. He has been awarded several international art awards with the most prestigious in being the Golden Lion in 2009 at the Venice Biennale for the Cafeteria Project.

"Miami Beach's Art in Public Places program was created to enhance the aesthetic environment of the City of Miami Beach by including works of art on public property within the city," said Miami Beach City Manager Jorge M Gonzalez. "Public art expresses – to a great extent – the spirit of the community, and everyone who experiences public art should have a sense of ownership because in essence public art is everyone's art to enjoy."

In 2008, the City of Miami Beach Commission unanimously approved the recommendation to issue a new Call to Artists for South Pointe Park with a project budget not to exceed \$500,000 from the Art in Public Places fund, inclusive of all infrastructure costs. The Commission approved the Rehberger project on December 8, 2010. The City of Miami Beach sets aside 1.5 percent of city construction project's construction cost to fund Art in Public Places.

The lighthouse marks the city's 18th art in public places project with the first project being Mermaid by Roy Lichtenstein in 1979, which was Lichtenstein's first public project. Other projects recently completed projects are by Wendy Wischer, Dan Graham and Brian Tolle.

Almost two dozen works of art by artists showcased in galleries and museums around the world grace city parks, street corners, sidewalks, theater lawns, public buildings and even City Hall.

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